



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**ORAL RECORD**

**PREPARED BY:**

<b>MOHD FADZIL NOR BIN ROSLAN</b>	<b>2008268326</b>
<b>MOHD IRFAN BIN MOHD NASIR</b>	<b>2008259158</b>
<b>MUHD SYAKIER FAWWAS B. MOHD KHAIRI</b>	<b>2008261576</b>
<b>SHARIF DZAIIDIE BIN SHARIF ABDUL GHANI</b>	<b>2008259842</b>
<b>MOHD ROHAIZAD BIN SUID</b>	<b>2008263226</b>

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## **EXECUTIVE SUMMARY**

ORAL RECORD STUDIO is education facilities establish that aims to provide the music education place in Malaysia which suitable for any people no matter what they are that want to feels the experience to learn this kind of art in music. These facilities organize to develop their skill in music industry. It was lead by Mohammad Fadzil Nor Bin Roslan as a general manager and Muhamad Irfan Bin Mohd. Nasir as administrative manager to work to start this business. The purpose of selecting this business is to gain a profit and expanse this business. There are several competitors that also have this business. Our studio location is at Lot 36, Ground Floor, 2<sup>nd</sup> floor and 3<sup>rd</sup> floor, Jalan Kulas Tengah, Bangunan Baru Satok, 93400 Kuching that having a potential for our studio. It is because these areas is one of the many development areas at Kuching and have high population that can give us advantages to start this business. Furthermore, those people will look at this as an advantage because of its strategic location near housing area, shopping mall, and education centre (university). This will automatically attract people such as teenagers to get involved.

Furthermore, our company is consist other 3 members that have their own position in our company. Firstly is for marketing manager, Sharif Dzhaide Bin Sharif Abd. Ghani is our employee that responsible to promote and market the services. It also responsible to introduce the services to the customers and locate the location for our business. Secondly, for operational manager is responsible in operation process and produce the best services to the customers. It also responsible to organize the operation process, fulfill customer's need, and to ensure all the process been done well. This position is take by Muhd. Syakier Fawwaz Bin Mohd. Khairi. For our financial manager, Mohd. Rohaizad Bin Suid will responsible to any transaction that involves in business. The role for financial also is to prepare an account record for the organization purpose.

Hence, the organization for our company is depends on how many people that comes to our studio. If the no. of people is many, we will add other worker to do our work. This will ensure our operation will run smoothly. Besides that, our studio must have something

## **1.0. INTRODUCTION**

### **2.0. NAME OF COMPANY**

Company shareholders had totally agreed to the named for our company is "ORAL RECORDING STUDIO". Oral Recording Studio is a name that stands for our concepts usually describe our business is related to educational, service record, and jamming(band playing instrument such as; guitar and drum and other instrument such as keyboard). The word Oral are actually not focusing only to record song for band but we Our studio are providing many room for such activities. For the jamming room, there are 3 rooms which are known as 1<sup>st</sup> class jamming room, 2<sup>nd</sup> class jamming room and 3<sup>rd</sup> class jamming room with different quality of instrument. Besides that we also provide class for amateur to learn this kind of art and to make them become professionals someday. .



#### **4.0. THE NATURE OF BUSINESS**

For our business, it usually based on partnership business. Our company choose this business because at it easily to manage and suitable for our shareholder that like music. Besides that, our company has many competitors at **at Lot 36, Ground Floor, 2<sup>nd</sup> floor and 3<sup>rd</sup> floor, Jalan Kulas Tengah, Bangunan Baru Satok, 93400 Kuching** and our company have something differences that other studio have. Besides of Recording and Jamming our studio also provide class for additional education for them and teach how to prepare them before become an artist or successful band someday. Learning process is something we operate at our studio. Plus it will train them in approving their attitude between music and people.